

MY HOME



U-DO-IT ISSUE

kitchens to dream on—pages 3, 4, 5

top attic tips—page 6

work-free floors—page 14



CHARMING, NEW PATTERNS in amazing Gold Seal Congowall add a lovely touch and are as easy to maintain as to apply.



FOR THE HOME CRAFTSMAN wonderful plans and kits are available. For those who lack tools and experience there remains fine unpainted furniture.

discover your own two hands!

DRAPES, SLIPCOVERS and other features of the well-decorated room can flow, with a little practice, from that wonderful combination of versatile fingers and sewing machine.



PATIENT, WILLING HANDS do wonders with styleless old furniture. Imagination and a little paint are often all that's needed to bring a piece out of the attic into the limelight.



Thousands of American home owners are making a wonderful discovery these days. They are finding a way to make household dollars go so much further—make their homes brighter and more comfortable. They are rediscovering the possibilities presented by their own two hands. For today there are a host of grand, new products which make it easy for the average husband or housewife to transform dingy rooms into sparkling gems. Easy-to-apply paints; Gold Seal Linoleum Tile, VinylTile and Asphalt Tile; unpainted furniture; Gold Seal Congowall; everything needed from floor to ceiling to make your home perfect. And all designed for average hands to apply. In this issue of **MY HOME** you will find dozens of dream rooms you can duplicate. Hundreds of tips you'll want to follow. Ideas galore that are just begging for swiping. You'll find there is a Gold Seal product for nearly every floor or wall covering need. Use them to bring these pages to life in your own home.



HANDSOME, PRACTICAL floors are yours to lay—with the assurance that they will look smart and stay smart always. Choose a Gold Seal Tile to fit your own needs.

COVER

Our cover kitchen presents a fine example of a dream-worthy U-Do-It project. For you, yourself, can lay the floor of Gold Seal Linoleum Tile in Carnival Red (C1), and Primrose Yellow (C7).

You can put up the Congowall (W14) wainscot, too, and that is the new Ivy pattern (W117) above it.



If you want to enjoy a real thrill of pride, then lift your kitchen out of the ordinary. Why should this so-important work area be poured in the same mold as a thousand other dull and lifeless kitchens? You're an individual . . . your kitchen can have personality, too. Build it into the walls and cabinets. Plan it into the floor. Let glowing color speak your bid for independence. And here's the delightful fact that makes all this so supremely attainable. Color and imagination never cost a cent! Especially when you do much of the work yourself, you have the chance to do something really fine. So break away from dull tradition. Design your kitchen for convenience—for ease of maintenance—and for eye-catching, heart-warming beauty!

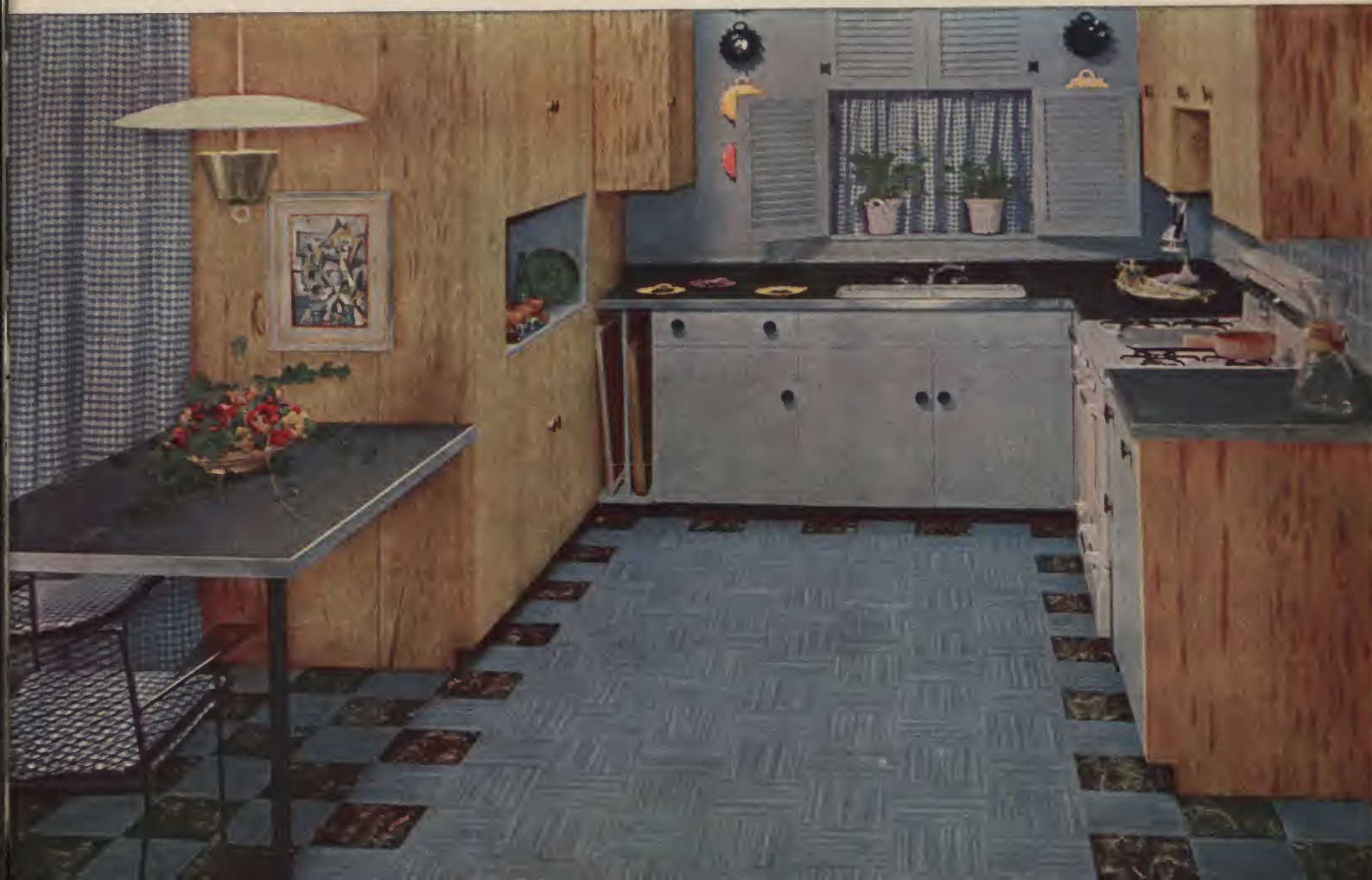


CABINETS SURROUND
work-level wall oven. Swing-out stools make lunch counter—other side contains drawer space. Fashion-Floor Linoleum Tile, Leaf Green (C9), and Spice Brown (C8).

make it delightfully different!

SET OFF THE COLOR of natural wood paneling with a Dresden Blue floor of Fashion-Floor Tile (C3). It's the floor you lay yourself, without previous experience. Piece by clean-cut piece, these nine-inch tiles go smoothly into place—with a checkerboard border of Vulcan Black (F59).

Paint cabinets, walls and charming half-shutters to match; cottage curtains, wall drapery and breakfast nook seat cushions are of washable chintz in a checked pattern that ties in with the floor. Behind the stove and wherever walls take a beating—beautiful, practical Congowall.



Are you saddled with a "problem child" kitchen? Do you suffer from cramps in the cabinets? Are you plagued by eye-sore floors? Then don't imagine you can solve your woes simply by swapping old fixtures for new. It takes planning to transform an ugly duckling into a pride and joy. And it takes a little work, too, if you want to make your money do the most. First make a floor plan to scale. Plot your appliances; figure your cabinets and counter space. Then start to juggle and dream. Take our "before and after" example as a luscious ideal, for you can do as much with *your* kitchen. Think beyond the four walls, too. Below you see how a back entryway was transformed into a lovely dining alcove. Note how the easy-laid floor of grease-resistant Gold Seal Linoleum Tile (C6, C8) pulls the room together. Congowall (W47).

when the order is "transformation, please!"



before

A dingy kitchen not unlike so many found in good, old houses. But hidden in the stovepipe the owners found the key to the superb layout on the right. It gave into a chimney which, opened up, turned into a grand fireplace.

after

New brick facing on the fireplace, and a bench-level brick hearth were an extravagance—made possible by the savings accomplished in part by the U-Do-It walls and floor. It's Gold Seal Linoleum Tile in Porcelain Green (C5), with a sun-swept band of Primrose Yellow (C7); the same colors carried into walls and ceiling. Meadow-tone Congowall (W48) runs beneath cabinets. Extending the windows was also expensive, but worth it for open sweep of light it gave. Incidentally, when remodeling or redecorating, whether you have room and budget for a beautiful feature-spot such as this—or can fit in only a pull-up counter like the one below... don't pass up the coziness and convenience of the kitchen meal.



OVERSIZED RADIATOR CABINET extends counter area under window—has a drop leaf for informal meals and snacks. Simple decorating scheme is built around floor of swish-clean Moderna (F02), and Claret (F08). Tough, satin-smooth Gold Seal Linoleum Tile that you lay yourself in a matter of easy hours.



You'll be amazed when you discover how much *more* your budget will accomplish when you do some of the work yourself. Don't tackle electric wiring or plumbing—it isn't safe, and local laws are agin' it. But make a sawbuck table like that above. Cover discouraged walls with Congowall. Nail down special Nairnboard or plywood to level a washboard floor and lay colorful Gold Seal Linoleum Tile. Use the savings for worth-while extras.

ALL THAT'S NEEDED

to make a dining area may be a cabinet-counter like this. It's certainly a prime example of stove-to-table convenience and the type of remodeling that's within anyone's reach. Floor is Pewter Gray (F09), and Vulcan (F59) . . . an unusually attractive duet.





DID THE MAN SAY "EXPANSION ATTIC"? That threw it squarely in your lap—and how lucky that there are so many fine materials that will help you turn that echoing space into cozy, personalized rooms. Like this one for two active boys. Hobby space, study space,—minimum space for that scorned boyhood activity called sleeping. Plan the room to take a beating; from the simple, functional furniture to the scuff-resistant, patriot-hued floor. You lay the Gold Seal Linoleum Tile Carnival Red (C1), Silver White (C2), and Dresden Blue (C3).

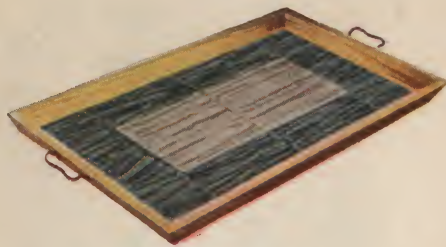
and you can truly say.



MAKE BOX SPRINGS AND MATTRESS important with a cabinet-headboard and a full length kick strip. Such home-built touches as the scalloped wooden window border lift a room out of the ordinary for pennies. Dresden Blue (C3) floor.

YOU'LL WANT A BATHROOM—and it can be a beauty. Flank the lavatory with chests bought unpainted. Shower stall is purchased as a unit. The practical, durable, super-suitable walls are Congowall W115. And did you ever imagine you could lay a floor like this yourself? Now you know you can, with Gold Seal Linoleum Tile. Como Blue (F07), Daffodil Yellow (F76).





SAME TRICK SAVES FOLDING TABLE that's been scarred or cigarette-burned. Individual tiles make hot pads, coasters... extra interesting when used in room with matching floor.

COUNT ON LEFT-OVER TILES for such decorator touches as this sensible, distinctive tray. Make the tray new—or trim the tiles to fit one that's ready for the discard.



CUT-DOWN BRIDGE TABLE sports a slick checkerboard top made by slicing tiles into 3" squares. For coffee or games.



.....*"I did it!"*

Some people seem to have a Fairy Godmother, dedicated to making their every wish come true. But most of us have to scrimp a bit to get the things we really want. Today there's something everyone can do beside sit and save and wait. You can plug the gaps in the bank book by tackling certain jobs yourself. Perhaps you never thought the floors could be one of those jobs. Well, if you can stretch a string tight, you can do the rest. Gold Seal Linoleum Tile and the other Gold Seal products shown in this issue are designed for you to apply. And you can get a special U-Do-It Kit that holds every tool you need. Just think! In a few hours of easy work, you can change an old floor into an individualized, beautifully colored creation of your own. And remember—Gold Seal Linoleum Tile is comfortable underfoot; satiny in texture; easy to clean for all time. Rainbow colors go right through to the backing, so your floor never looks shabby or discolored. Satisfaction? It's guaranteed, or your money back.



JUST AN IDEA of the beautiful job you can do in your living room. And it makes such solid good sense to use Gold Seal Linoleum Tile in this busy spot. For this is the showplace of your home—the place where you really want to shine. This shining example combines Porcelain Green (C5), Dove Gray (C4).

HERE'S A THOUGHT! An inside entrance hall that looks like an open terrace. Nothing tough about it, with the home-built trellis and its vines. Unless your thumb is Leaf Green (C9), we suggest you look into the artificial kind. Gold Seal marbled tile is Holiday Red (F05), and Pewter Gray (F09).





CONTRAST THE RICH, RED GLOW OF MAPLE with the cool, fresh green of Congowall (W116). It's a floor-to-ceiling lattice-work of delicate ivy—among the newest patterns in this gleaming, enamel-surface wall covering. Just paste it to the wall... that's all! And it's up to stay, because grease, dirt, and almost every kind of soil imaginable wipe right off—leaving it like new for years.

lasting

beauty

for your walls



OR A "FEELS-REAL" TILE PATTERN that would fool the experts. Like this Gold Seal Congowall Pinktone (W43), with its realistic raised tile design. Use it in back of work surfaces where ordinary wall coverings spatter and look seedy in a disappointing jiffy. Try a pink kitchen, by the way, if you're tired of ordinary color schemes.



A SUNNY SPOT FOR SNACKS is this easy-to-build counter, set against a wall of Sunyellow (W14). One end ties to a stock cabinet, while a wainscoting of the same tough Congowall runs around to the work counters across the room. Grease or even fruit juices can't harm this hard, baked enamel surface.

NEAT AS APPLE PIE is this baking center tucked into a jog in the room. 'Twould take a bit of talent to make the built-in cabinets, with the handy recipe drawers and all. But any all-thumb amateur can achieve those charming wall effects in a jiffy. The brand new Redvine (W120) dominates the scene, with a flashy panel of black to set off the cheery, cherry red. Tidy home note: Gold Seal VinylTop is the perfect answer for counters that can't be harmed by household grease, acids or alkali—even drain cleaner won't mar it!



Since the days when people first started taking pride in their homes, walls have been a problem. Many wall finishes that are lovely when first applied fall victim, all too quickly, to stains, fading, chipping or cracking. Some look "washed out" after the very first attempt to clean them. Today such dodges as wallpaper wax and plastic finger-smear shields around the light switches do a makeshift job of keeping a room looking new.

But if you're wise and thrifty, you can choose a lovely wall material that's sure to stay new and gleaming for years and years. And you can put it up yourself; quickly, cleanly, and oh, so easily! You see it here in that hard-to-keep-clean room, the kitchen. Throughout the nation you can find it in more than five million homes. It's been proved so many times . . . anyone—yes, you included—can put it up with never a worry about buckles, bumps and blisters in its permanently sparkling surface. Just ask for Gold Seal Congowall in tile patterns or newer vine and ivy designs.



YOU CAN KEEP MINT-COOL when junior smears these walls with jam or crayon. Wipes right off the Mint-Tone (W47) Congowall. That helps make a kitchen play area super-sensible. Take note of the playhouse area under your work counter, the toy drawers in the counter end, plus a gate—a combination that's sure to keep him busy and you relaxed.



A HIGH-STYLE BATHROOM like this one is within slim budgets. Congowall is the rich-appearing reason... in feel-the-tile patterns of Verdeline (W10), and black (W13). Note the clever trick of hanging a window curtain all along one windowless wall to add interest. Floor has patterns F59 and F80.



wall magic throughout the house

THE RICH APPEARANCE of tile without the expense of tile. Try it in your bathroom, using lustrous White (W12); one of a score of Congowall tile effects. Set it off with floor of Primrose Yellow (C7), and Porcelain Green (C5) Gold Seal Linoleum Tile. Pick up the yellow in the built-in linen-cabinet wall. That's a stock "flush" door at left, swell modernizer for old houses.

W 111 yellow line

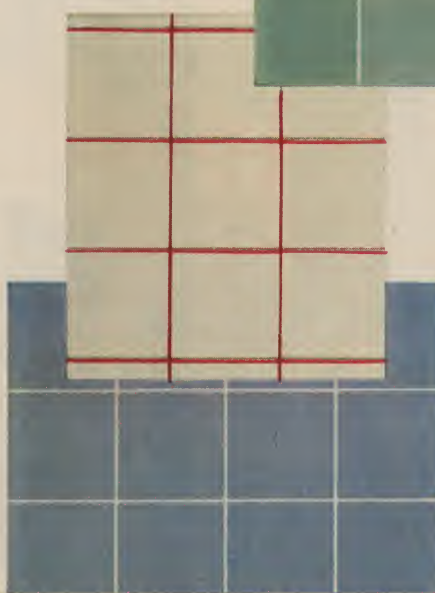


W 115 ivy white



W 47 mint tone

W 16 redline



W 110 white line

W 11 sky blue

W 122 sunvine

There's nothing more discouraging than to do a slick redecorating job and then watch it turn shabby right before your eyes. And that can happen in so short a time if you fail to use the right materials. Floors are a cinch, and as you've seen, you can lay delightful and durable floors without any help at all. Well, walls need offer no more of a problem—especially those question mark areas which have to take a spattering or any other kind of a beating. Congowall is the answer—Gold Seal Congowall that's proved itself in more than 5 million homes. Blessed with a baked-on enamel surface that laughs at dirt, this was the first wall covering of its kind. Flexible enough for easy cutting and application. Rigid enough to hide unsightly cracks and patches. Just butter the walls with the special paste and smooth on the gleaming sheets.

The tile effects are perfect for bathrooms and for striking wainscoting in the kitchen. And the new, floor-to-ceiling ivy and vine patterns will bring new life to any room. To the list of things which you, yourself, can do to make decorating dreams come true, don't fail to add this striking, super-sensible covering. It can work quick magic in any home.

NOTHING CAN BEAT the pioneer-woman feeling a gal gets when she's helped make a home with her own hands. With products such as this in patterns such as these it's hard to keep your fingers from itching to get at it. There are years of satisfaction in an evening's work. And years of lighter housework, too, because you can wipe off any smudge in minutes.

W 36 redtone



W 112 green line



W 20 travertine





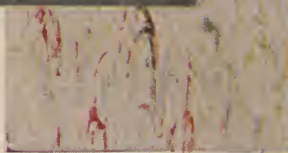
PT 07 atlantic blue



PT 02 caspian yellow



PT 05 fathom green



PT 04 atoll

PRIME EXAMPLE of a

U-Do-It Kitchen is this gem. The floor is made in a breeze, of Hurricane Red (PT10), and Windswept (PT01) Gold Seal VinylTile. Matching counter top is VinylTop 3000. You recognize the Congowall (W120), of course. A small, important point in decorating—seek unusual touches such as the square cabinet handles. A much bigger point—aim at easy maintenance. The leisure you can gain with vinyl may well make the slight extra cost worth while.



in easy-does-it flooring... the final word

Latest arrival on the home scene is a type of flooring that sounds too good to be true. A cinch for unskilled hands to lay. Bright, colorful, resilient underfoot. And—a boon to the backbone—you need never wax it unless you want a mirror finish. That sleek, smooth surface of Gold Seal VinylTile is non-porous. And this is one floor covering you don't have to baby. You can get it cleaner than clean because the strongest soaps or detergents will

not harm it. Gleaming vinyl composition actually repels water. So completely practical that kitchen fats and even acid juices and alkaline cleaners do not mar its beauty. Here is something you could not have had installed a few, short years ago regardless of price. And now for the cost of the materials alone, plus a little patience and some paste under your nails... it's yours! Remember the name—Gold Seal VinylTile.

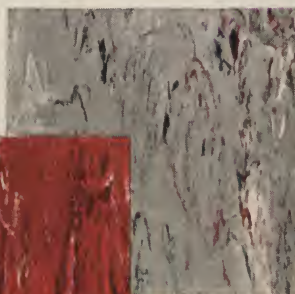


IT'S HARD TO BELIEVE how easy it is to put down your own floors with resilient flooring tile that bears the Gold Seal name. That's why Gold Seal Linoleum Tile, Asphalt Tile, VinylTile and Congowall are often called "The U-Do-It" floors and walls.

PT 09 typhoon gray



PT 12 night wind



PT 10 hurricane red

is vinyl

LUCKY THE GAL who gets a bath-powder room like this. Concealed lighting over the dressing table and flattering fluorescents on each side of the mirrored medicine cabinets. Fluffy-ruffle touches could be easy-washing nylon... and the floor itself is nothing but no-waxing, plastic Gold Seal VinylTile. Even the color names sound extra attractive. Atlantic Blue and Capricorn (2007 and 2008).

FOR THE LONG

HALL (and the pun is truly apt) use this broad banding of VinylTile—Caspian Yellow (PT02), and Night Wind (PT12). It turns a liability into an attractive asset. Shrug off the mud tracked in at the back door—long-wearing inlaid VinylTile doesn't mind the roughest treatment. And it costs surprisingly little, even for an area this size.





A PARTY HERE IS A CIRCUS—and setting up this gay room is not too tough. Of course the merry-go-round horse was a find. But so was the Gold Seal Asphalt Tile Floor, with its built-in horse race game. To duplicate, ask for Capri (MD 233), Tangier (MC 136), Sienna (MD 220), and a feature strip.

WORK IS A PLEASURE in this laundry-sewing room. The basement can be a favorite spot when Gold Seal Asphalt Tile sets the stage. Honduras (MB 36), and Sierra (MC 131).

*up in the air about
your basement?*



Want to put an end to the biggest waste of space in your house? Then cast a calculating eye on your basement. There's so much you can do there—and the important thing is . . . *you* can do it. A playroom, a hobby room, a really charming laundry. Make your plans as you will, but be sure to make your floor Gold Seal Asphalt Tile. Ordinary floor coverings will not stand up on concrete, but this richly colored, specially made flooring laughs at normal moisture. Inexpensive, too—and made to last through years of hard and joyous use.

Here's one thing to remember when you tackle redecorating. Your work can't possibly be better than the materials you put into it. If you've ever had the discouraging experience of watching a proudly finished job go to pieces in a few short months, then you know what we mean.

So whether it's paint, or slipcovers, or floors, or walls... don't get taken in by so-called bargain materials. A good example of what to look for is found in the famous Gold Seal guarantee. *Satisfaction guaranteed or your money back!* And you don't have to pay a premium for these wonderful products, either. On the contrary, a comparison will show you how truly inexpensive they are. They give you such beauty; such long, perfect-condition service... and such confidence in the job you're planning!

*beauty is more
than skin deep*

...so build your dreams
of good materials!



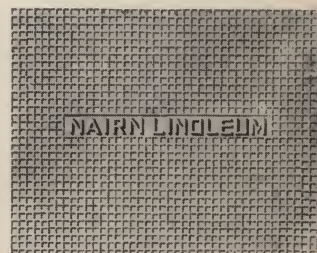
YOU CAN'T MAGNIFY the importance of what lies under the lovely surface of your floor covering. Only Gold Seal Linoleum Tile has the patented Duplex Felt Backing that grips the paste quickly and firmly.



TO MAKE WORK EVEN SIMPLER—take advantage of these two special helpers. Nairn Linoleum Cleaner added to warm water gets up dirt in a jiffy. And gleaming Nairn Self-Polishing wax completes the job in jig time. Gives the kind of tough, lasting finish that means easy maintenance and lovely looks for a long, long time.



SEAL OF YOUR APPROVAL will go on any product bearing the famous Gold Seal. It's the registered trademark of Congoleum-Nairn Inc.—whose products have set the pace for over 65 years in added beauty and utility for the home. Count on them to do as much for yours.

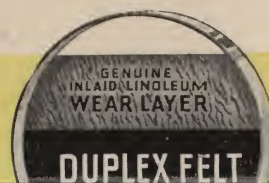


THE BACK MAY NOT BE AS PRETTY as the front of Congowall—but it's mighty important. It's the patented Duplex Felt Back that makes it quick and easy to apply—as many millions of home owners have found through the years.

Here's one thing to remember when you tackle redecorating. Your work can't possibly be better than the materials you put into it. If you've ever had the discouraging experience of watching a proudly finished job then you know

So whether it's walls... don't materials. A found in the *Satisfaction* don't have to products, either show you how you such be... and such

bear



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All the tools you need to install

Gold Seal products . . .

yours in the **U-DO-IT KIT**

Here's a handy kit of all the tools needed to do an expert job of installing Gold Seal Congowall, Linoleum Tile, Asphalt Tile or VinylTile. It contains a good quality Linoleum knife, professional type paste-spreader, chalk and chalk-line, marking awl, and simple instructions. Don't handicap yourself with makeshift tools . . . get this kit!